



IT'S DISCOUNT—AND TOTAL VALUE

MORE QUALITY—MORE SERVICE—MORE

"IT'S BETTER THAN DISCOUNT!" HERE'S WHY:

- There Are No Lower Prices Than TOTAL VALUE PRICES!
- Total Value Pricing On Every* Single Item In Every Department
- Better Variety — 23,687 Items To Choose From
- 100% U.S.D.A. Choice Aged Steer Beef
- Personally Selected Fresh Vegetables And Fruits (So Much Better!)
- Health And Beauty And Household Needs — Every Item at Total Value Prices
- In Addition To Our Self-Service Meat Dept. A Complete Butcher Service Meat & Fresh Fish Market
- Twice As Many Items In Our Delicatessen Dept. All At Total Value Prices!

*Except Fair Traded & Government Controlled Items

STORE HOURS

MONDAY THRU FRIDAY 10 AM-9 PM
 SUNDAY AND SATURDAY 10 AM-7 PM

MFG'S DEAL*

SPRINGFIELD BLUE LAKE CUT GREEN BEANS

TALL 16 OZ. CAN

13¢

MFG'S DEAL*

NIBLETS WHOLE KERNEL CORN

VACUUM PACKED 12 OZ. CAN

20¢

MFG'S DEAL*

ROYAL TRUE FRUIT FLAVOR GELATIN

ALL FLAVORS YOUR CHOICE

3 OZ. PKG.

8¢

HERE ARE A FEW EXAMPLES TOTAL VALUE PRICES WE INVITE YOU TO COMPARE!

CANNED MEATS		
LIBBY'S CORNED BEEF	12 OZ. CAN	59¢
LIBBY'S BEEF STEW	24 OZ. CAN	61¢
MARY KITCHEN CORNED BEEF HASH	16 OZ. CAN	47¢
UNDERWOOD DEVILED HAM	4 1/2 OZ. CAN	45¢
LIBBY'S VIENNA SAUSAGES	4 OZ. CAN	25¢
CEREALS		
GENERAL MILLS CHEERIOS	15-OZ. PKG.	50¢
GENERAL MILLS TOTAL CEREAL	12 OZ. PKG.	53¢
KELLOGG'S CORN FLAKES	18 OZ. PKG.	36¢
KELLOGG'S PRODUCT 19 CEREAL	11 1/2 OZ. PKG.	51¢
KELLOGG'S RICE KRISPIES	15 OZ. PKG.	49¢

ENJOY T.V.P. ANYTIME YOU SHOP

NABISCO SHREDDED WHEAT	15 OZ. PKG.	39¢
REGULAR OR QUICK QUAKER OATS	42 OZ. PKG.	53¢
HOT BREAKFAST CEREAL CREAM OF WHEAT	28 OZ. PKG.	45¢
PEANUT BUTTER		
SPRINGFIELD PEANUT BUTTER	3 LB. JAR	\$1.25
PEANUT BUTTER PETER PAN	18 OZ. JAR	61¢
ALL VARIETIES SKIPPY P'NUT BUTTER	18 OZ. JAR	61¢
PEANUT BUTTER BLUE GINGHAM	38 OZ. JAR	89¢
PEANUT BUTTER SMUCKERS with JELLY	18 OZ. JAR	65¢
TEA and COFFEE		
ICED TEA MIX	PER ENV.	9¢
NESTEA ENVELOPES	1 OZ. SIZE	55¢

"IT'S BETTER THAN DISCOUNT!"

LIPTON'S INSTANT TEA	6 OZ. JAR	\$1.09
NESTEA INSTANT TEA	6 OZ. JAR	\$1.09
SPRINGFIELD TEA BAGS	PKG. OF 48 BAGS	45¢
FLO-THRU LIPTON TEA BAGS	PKG. OF 48 BAGS	65¢
HUGGINS YOUNG MOCHA JAVA	1 LB. CAN	73¢
ALL VARIETIES SPRINGFIELD COFFEE	1 LB. CAN	57¢
INSTANT COFFEE YUBAN INSTANT	8 OZ. JAR	\$1.09
MAXIM FREEZE DRIED COFFEE	4 OZ. JAR	97¢
COOKIES & CRACKERS		
ALL VARIETIES • 49¢ SIZE	YOUR CHOICE	45¢
MOTHERS COOKIES	10 IN. PKG.	39¢
BURRY'S ALL FLAVORS SCOOTER PIES	REG. 29¢	25¢
ALL VARIETIES RIPON GOOD COOKIES		

T.V.P.*

BLUE GINGHAM PEAS

16 OZ. CAN

12¢

T.V.P.*

VAN CAMP'S GRATED TUNA

6 OZ. FLAT CAN

19¢

T.V.P.*

MOTHER'S PRIDE ROOT BEER

HALF GALLON Plus Deposit

29¢

FINEST QUALITY FRUITS & VEGETABLES at TOTAL VALUE PRICES

GOURMET DELIGHT MUSHROOMS

HALF POUND

39¢

GOLDEN RIPE CHIQUITA BANANAS

CENTRAL AMERICAN

10¢ LB.

U.S. NO. 1 RUSSET POTATOES

10 LB. BAG

55¢

LUSCIOUS • RED • RIPE STRAWBERRIES

LARGE BASKET

25¢

TEXAS RUBY RED • JUICY GRAPEFRUIT

EACH

12¢